

A staycation with heart: Crystalbrook Byron's Local rate gives back to Byron Bay charity, The SHIFT Project

Byron Bay – 22 July 2021: Accommodation for you. Accommodation for them. A staycation with heart is on the cards for residents of the Northern Rivers with Crystalbrook Byron offering a locals' stay of \$250 per night that includes a \$50 contribution to local charity, The SHIFT Project Byron.

"Our hope is that in creating this offer, we can also create an impact on the lives of the local women that The SHIFT Project support, helping them move from homelessness to independence," said Jordan Rodgers, General Manager at Crystalbrook Byron.

"This is also an excellent opportunity for our locals to enjoy the quiet season of Byron Bay without the crowds and embrace getting out to enjoy the restaurants, shops and surf without having to stand in line or book months in advance."

If you're a resident of the Northern Rivers residing between Tweed and Clarence Valley (inland too), book a stay at Crystalbrook Byron and enjoy the following:

- A \$50 contribution to The SHIFT Project on your behalf
- 15% off Eléme Day Spa treatments
- 15% off food and drink purchases at Forest or Verandah
- A 24-hour stay (example: check-in 1:00pm and check-out at 1:00pm the following day)
- Free self-parking
- Complimentary bicycle rental

"At Crystalbrook Byron we believe we have a responsibility to our community, be it through sustainable initiatives that lighten the footprint of travellers, or activities that support our locals." Added Jordan.

Go full holiday-mode and relax at the resorts' infinity pool with a book, savour a cocktail or two at restaurant Forest and balance both body and mind with a complimentary daily yoga class.

Use promo code **LOVEBB** and book direct online at crystalbrookcollection.com for stays between Wednesday to Saturday until 31 August 2021.

Editor's Notes - What's in a name? Well, all of our love, sweat and tears as we see our family of hotels grow. Please note, Crystalbrook hotel names should not be shortened or altered.

E.g. Crystalbrook Kingsley should not be referred to as The Kingsley or Kingsley.

Correct hotel names:

- Crystalbrook Albion
- Crystalbrook Bailey
- Crystalbrook Byron
- Crystalbrook Flynn
- Crystalbrook Kingsley
- Crystalbrook Riley
- Crystalbrook Vincent

– ENDS –

About Crystalbrook Byron

Nestled in 45-acres of magical subtropical rainforest, Crystalbrook Byron is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear Verandah, the Resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring signature restaurant, Forest, Eléme Day Spa, daily yoga classes, tennis court and infinity pool, Crystalbrook Byron is proud to offer sustainable luxury loved by locals and travellers alike.

About The SHIFT Project Byron

The SHIFT Project supports women through the challenges they face moving from homelessness to independence. We strive to create a long-term sustainable shift towards stability and reconnection with community. We facilitate education programs in a supported residential environment and have an employment pathway for the women to build their financial independence. For more information www.shiftproject.org.au

About Crystalbrook

Crystalbrook is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Superyacht Marina in Port Douglas along with Crystalbrook Station and its subsidiary pastoral businesses.

Responsible Luxury

[Responsible Luxury](#) and sustainability is at the forefront of the way Crystalbrook thinks and operates. At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Farming their own beef
- Sourcing at least 80% of produce from within a three-hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugar cane and corn starch.

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

For further information:

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